

Commercial and Industrial Buildings,
Reo Sales Company Showroom
420 Central Avenue
Dubuque
Dubuque County
Iowa

HABS No. IA-160-Q

HABS
IOWA,
31-DUBU,
13-Q-

**PHOTOGRAPHS
HISTORICAL AND DESCRIPTIVE DATA**

Historic American Buildings Survey
Department of the Interior
National Park Service
Rocky Mountain Regional Office
P.O. Box 25287
Denver Colorado 80225

Reo Sales Company Showroom

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Site Location: 420 Central Avenue
Dubuque, Dubuque County, Iowa
DOT designation: Resource Site No. 7.15
Cadastral grid : NE1/4 NE1/4 S25 T89N R2E
USGS quadrangle: Dubuque South Iowa 7.5'
UTM coordinates: 15.692009.4707440
Lot dimensions : 77.5'x 100': .18 acre
Lot description: City Lot 302

Present Owner: Aspermont Company
Present Usage: vacant
Present Condition : fair

Overall Dimensions: 100'x 56'; 1 story

Orientation : west

Architectural Plan type : rectangular, open plan

Description : Foundation: reinforced concrete perimeter walls and slab.

Structure : wood post-and-beam frame with brick masonry bearing walls.

Ext. walls: full-width and full-height concrete/wood/glass storefront on front; full-width banks of windows with concrete wall bulkhead on rear.

Roof : flat composition roof.

Chimneys : none

Windows : four large, wood-framed showcase windows with poured-in-place concrete bulkheads and 3-light transoms on front; five bays of triple-banked wood 6/6 double-hung windows, also with poured-in-place concrete bulkheads, line the rear wall.

Openings : original sectional garage door in center bay of front replaced by single-leaf entrance with sidelights.

Details : plain-board boxed cornices above window banks on both front and rear; rear cornice supported by plain-board triangular brackets.

Construction Date : c.1927

Architecture Style: 20th Century Functional

Physical History : Built between 1925 and 1929, this single-story brick commercial building first housed the showroom of the Reo Sales Company. By 1937 the Dubuque Star Brewing Company was using the structure as a garage, and, after a long period in which the building was vacant, the Dewfrost Food Company used it as a warehouse. The structure has since functioned in a range of

capacities for several small-scale commercial establishments, including a warehouse for the Continental Baking Company, a used car showroom for the Wilson Brothers Dubuque, Inc. dealership located next door [HABS No. IA-160-R], and as a shop for the Key City Mechanical Contractors and Tri-State Sheet Metal. Altered only slightly, it now stands vacant.

Significance: With its open floor plan, showcase facade and minimal architectural detailing, the Reo Sales Company Showroom is typically configured for the automobile dealerships in south Dubuque for the period.

References: Dubuque City Directories: 1857 - 1970.
Sanborn Insurance Maps: 1879, 1884, 1891, 1909, 1972.
Dubuque County Assessment Record: 4-5-20-9.
Iowa Department of Transportation, "Draft Environmental Impact Statement - Cultural Resources Assessment."

Compiler: Clayton B. Fraser, Fraserdesign, Loveland Colorado
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